

# CORPORATE PLAN 2024 2030





**OUR  
CONTINUING  
COMMITMENTS  
FOR ANTRIM AND  
NEWTOWN ABBEY**

# STRATEGIC THEMES 2022-2026

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**WELCOME TO  
THE UPDATED  
ANTRIM AND  
NEWTOWN ABBEY  
BOROUGH  
COUNCIL'S  
CORPORATE PLAN.**



**Councillor Mark Cooper**  
Mayor of Antrim and  
Newtownabbey



**Richard Baker GM, MSc**  
Chief Executive of Antrim  
and Newtownabbey  
Borough Council

**THIS PLAN HAS BEEN UPDATED FOR THE PERIOD 2024-2030 AND BUILDS ON THE WORK OF THE COUNCIL. IT MAINTAINS OUR COMMITMENT TO BECOME A PROGRESSIVE AND PROSPEROUS BOROUGH AND WE WILL CONTINUE TO BE INSPIRED AND DRIVEN BY THE AMBITION OF OUR PEOPLE TO MAKE THIS A REALITY.**

Our Civic Leaders are the driving force behind the ambitions set out in this Plan. They have agreed aspirational targets that challenge us to make a difference; either by doing things directly ourselves or trying to influence change on a wider scale. Working with our partners and stakeholders we have a very real opportunity to make positive changes.

We have listened to your feedback and will continue to work hard to 'Deliver for Business' and promote and drive a vibrant and prosperous economy. We will strive to improve our environment and become an award winning Botanical Borough. We will continue to empower and engage local communities, improve the lifestyles of our residents and use new and innovative ways to connect with and listen to our residents to ensure we are making a positive difference to their lives.

We need to keep delivering good quality services, always aspiring to be recognised for excellence. We will continue to drive a culture of high performance, and ensure the highest standards of governance.

Through our resilient and reliable leadership, our staff, ratepayers, customers, partners and stakeholders we will build on the sense of pride we have in this remarkable place and positively promote the Borough as an exceptional place to work, live, visit and invest.

The success of the Borough depends on us all working together we will continue to endeavour to work in partnership and with local communities to achieve the best for the people of Antrim and Newtownabbey.

# FOREWORD



**TO BE AN AMBITIOUS  
COUNCIL WHICH  
ENABLES OUR  
COMMUNITIES  
TOWARDS AN  
INCLUSIVE,  
PROSPEROUS AND  
SUSTAINABLE FUTURE.**



# OUR VISION

# OUR MISSION



A scenic sunset over a body of water. The sky is filled with vibrant orange, yellow, and purple hues. The sun is low on the horizon, casting a golden glow across the water. In the foreground, there are dark, mossy rocks. Two white swans are swimming in the water on the left. A small white box with the number '7' is visible on the right side of the image.

**TO MEET AND EXCEED  
THE NEEDS AND  
ASPIRATIONS OF ALL  
OUR PEOPLE AND TO  
BE RECOGNISED FOR  
DYNAMIC LEADERSHIP  
AND EXCELLENCE  
LOCALLY, NATIONALLY  
AND INTERNATIONALLY.**



# OUR VALUES

OUR VALUES HAVE BEEN DEVELOPED TO SUPPORT THE COUNCIL'S VISION, SHAPE OUR CULTURE, AND REFLECT THE BEHAVIOURS THAT WE WISH TO PROMOTE TO DELIVER OUR CORPORATE PLAN.

# THREADS

We TRUST one another  
We are HEALTHY  
We RESPECT each other  
We are ENGAGED  
We are AMBITIOUS  
We are DIVERSE  
We are SUSTAINABLE

# ELECTED MEMBERS

## AIRPORT DISTRICT ELECTORAL AREA (DEA)

COVERS ALDERGROVE, CLADY, CRUMLIN, MALLISK AND TEMPLEPATRICK



**ANNE MARIE LOGUE**  
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**MAIGHR AD N  CHONGHAILE**  
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## ANTRIM DISTRICT ELECTORAL AREA (DEA)

COVERS ANTRIM CENTRE, FOUNTAIN HILL, GREYSTONE, SPRINGFARM, STEEPLE AND STILES



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## BALLYCLARE DISTRICT ELECTORAL AREA (DEA)

COVERS BALLYCLARE EAST, BALLYCLARE WEST, BALLYNURE, BALLYROBERT AND DOAGH



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**DUNSILLY DISTRICT  
ELECTORAL AREA  
(DEA)**

COVERS CRANFIELD, PARKGATE,  
RANDALSTOWN, SHILYODAN  
AND TOOME



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**GLENGORMLEY  
URBAN ELECTORAL  
AREA (DEA)**

COVERS BALLYHENRY, BURNHILL,  
CARMONEY, COLINBRIDGE, GLEBE,  
GLENGORMLEY AND HIGHTOWN



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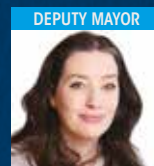
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**DEPUTY MAYOR**  
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**MACEDON DISTRICT  
ELECTORAL AREA  
(DEA)**

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O'NEILL, RATHCOOLE, VALLEY  
AND WHITEHOUSE



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**THREMILEWATER  
DISTRICT ELECTORAL  
AREA (DEA)**

COVERS BALLYDUFF, FAIRVIEW,  
JORDANSTOWN, MONKSTOWN,  
MOSSLEY AND ROSTULLA



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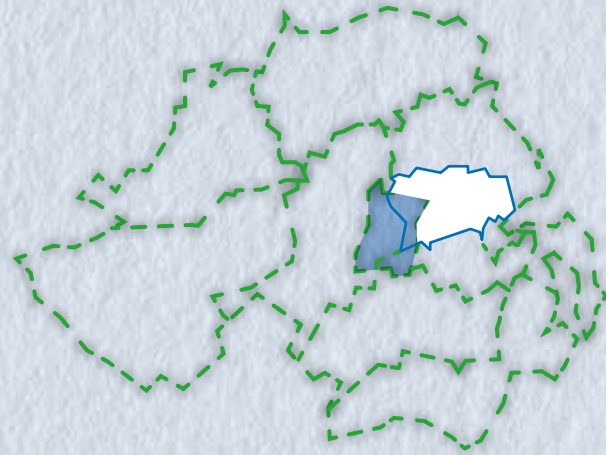


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# OUR BOROUGH

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**141,697**  
RESIDENTS

# OUR BOROUGH 2024

**4,020**  
BUSINESSES

**1,803,616**  
VISITORS TO OUR  
LEISURE CENTRES

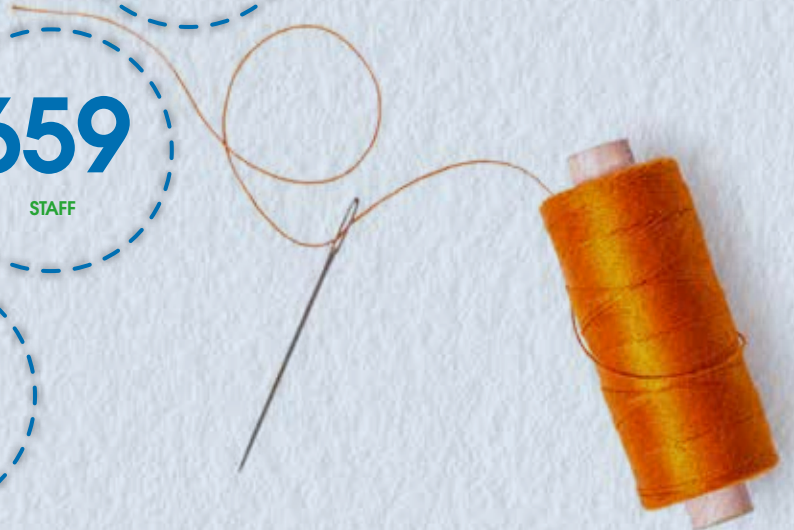
**£64M**  
ANNUAL BUDGET

**498,696**  
VISITORS TO OUR  
ARTS AND CULTURE  
HERITAGE SITES

**90**  
SERVICES

**659**  
STAFF

**40**  
COUNCILLORS  
(7 DEAS)



# STRATEGIC THEMES

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WE HAVE IDENTIFIED  
FOUR MAIN STRATEGIC  
THEMES THAT WILL HELP  
US DELIVER OUR VISION.  
THESE ARE ALIGNED TO  
*WHAT OUR CITIZENS TELL*  
US IS IMPORTANT:

**PEOPLE, PLACE,  
PLANET AND  
PROSPERITY.**

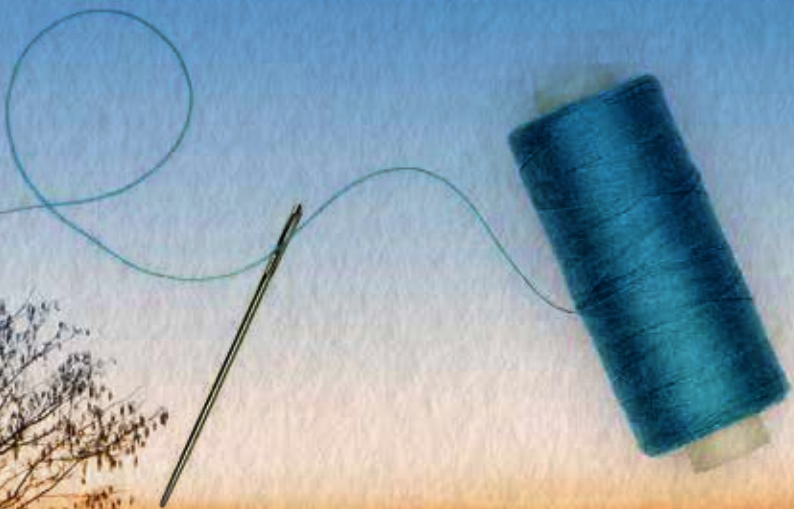
THESE ARE UNDERPINNED BY  
HIGH PERFORMANCE AND  
REINFORCING RESIDENT AND  
STAKEHOLDER TRUST IN THE  
COUNCIL THROUGH OUR  
POSITIVE PROFILE.





# PLACE

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## **AMBITION**

### **WE WILL CONTINUE TO IMPROVE THE ATTRACTIVENESS OF OUR BOROUGH.**

We know that welcoming, vibrant neighbourhoods attract people to live, work and visit the Borough. We will continue to invest our towns, villages, neighbourhoods and rural areas and we will support communities and empower residents to take responsibility for their environment so that people will be united by a strong sense of pride in their surroundings.

We are focused on building a sustainable and progressive place and the completion of the Local Development Plan and will enable us to plan positively for the future of our Borough and provide a framework for investment and prospective employment trends. It will incorporate measures for the protection and enhancement of natural and historic environment. It will contribute to the creation of a safe and sustainable community with good access to jobs and key services. This will be supported by a successful community planning process.

We look forward to working in partnership to create an environmentally responsible, vibrant and welcoming Borough and continuing to make our Borough an attractive and great place to live, work, visit and invest.

## **OBJECTIVES**

Together we will:

**BE A PLACE WHERE  
PEOPLE TAKE PRIDE IN  
THEIR SURROUNDINGS.**

**HAVE VIBRANT  
AND WELCOMING  
TOWNS, VILLAGES,  
NEIGHBOURHOODS  
AND RURAL AREAS.**

**CONSERVE OUR BUILT  
HERITAGE BOTH NOW  
AND FOR THE FUTURE.**

**OPERATE A PROACTIVE  
AND EFFICIENT PLANNING  
SERVICE THAT PROMOTES  
POSITIVE SUSTAINABLE  
DEVELOPMENT AND  
GROWTH.**



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## TO ACHIEVE THESE OBJECTIVES, WE WILL:

Invest in our towns and villages by improving vacant properties and creating vibrant award winning spaces through the use of planting programmes, public art projects, improved lighting and other environmental improvements.

Take forward the 'Botanical Borough' concept by prioritising, creating and improving our parks and open spaces enhancing the wellbeing and quality of life for our residents, attracting visitors and building on a strong sense of pride in the Borough.

Lobby the Department for Communities for the transfer of regeneration powers and resources to further invest in our Town Centres in the future.

Enhance and utilise existing parks and public spaces for events and cultural activities including investment in our catering and visitor facilities, creating vibrant places for our residents and visitors to enjoy.

Explore opportunities for investment in new and improved play infrastructure where unmet demand is apparent or where improvements are required.

Continue to improve our street cleansing service by facilitating community clean ups and litter picking by residents and raising awareness through anti-littering and dog fouling awareness campaigns and the introduction of more bins in busy areas of the Borough to reduce littering.

Improve safety on Council property by investing in CCTV infrastructure and other measures to address antisocial behaviour including positive opportunities and programmes for young people.

Work collaboratively with the Department for Infrastructure to promote and develop active travel initiatives which will encourage our residents to walk and cycle for recreation or to commute to work or school.

Continue to look for opportunities to develop and support community allotments within the Borough.

Deliver a programme of general improvements across our Cemeteries.

Prioritise our capital investment programme and regeneration projects to contribute positively to our communities and economic prosperity.

Lobby for the investment in the Borough's major infrastructure in transport, water and energy.

Advance the development of strategic sites to enrich the attractiveness of the Borough, enhance the Borough's economic and tourism potential and improve the overall quality of life of our citizens.

Continue to meet and exceed statutory planning targets and implement relevant planning policies and guidance to ensure the social, economic and environmental wellbeing of the Borough.

Bring to a conclusion the Local Development Plan in accordance with the Council's published timetable.

# PEOPLE



## AMBITION

### **STRIVING TO ENSURE WE ARE AN INCLUSIVE BOROUGH, ADDRESSING THE ECONOMIC AND SOCIAL NEEDS OF OUR RESIDENTS.**

We strive to be an area where people choose to live, employers choose to locate and where residents enjoy a high quality of life. Through our leisure and community provision and other commitments we will continue to support initiatives to improve the health and well-being of our citizens. We are committed to working in partnership with all key stakeholders to ensure our people thrive and reach their fullest potential.

Our communities are experiencing a Cost of Living Crisis. We recognise this and are finding opportunities to support our residents where we can. We will work with our partners to promote and support residents within our Borough and ensure that all of those who live here feel supported and safe, particularly those who are most vulnerable.

Our aim is to create sustainable, safe, resilient and empowered communities and be a place where our people work together to encourage a culture of equity, diversity and respect. We will support and enrich the knowledge and skills of the community and voluntary sector to address disadvantage and promote opportunities.

Our customers remain our highest priority and we will continue to improve the way we interact with them. We are committed to offering responsive, accessible services, delivered in a consistent and high quality manner.

## OBJECTIVES

Together we will:

**DELIVER HIGH QUALITY COUNCIL SERVICES AND IMPROVE ACCESS FOR PEOPLE, COMMUNITIES AND BUSINESSES IN THE BOROUGH.**

**THE FACILITIES AND SUPPORT WE PROVIDE WILL LEAD TO A MORE ACTIVE, HEALTHY AND SUSTAINABLE COMMUNITY.**

**WORK IN PARTNERSHIP TO PLAN AND DELIVER BETTER SERVICES, ADDRESS DISADVANTAGE, AND IMPROVE THE QUALITY OF LIFE FOR EVERYONE.**

**ENCOURAGE A CULTURE OF EQUITY, DIVERSITY AND RESPECT, TO ENSURE OUR COMMUNITY IS INCLUSIVE AND SUPPORTIVE.**

**PROMOTE THE CUSTOMER VOICE BY ENGAGING WITH CITIZENS, TO ACHIEVE EXCELLENCE IN CUSTOMER AND SERVICE QUALITY STANDARDS.**



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**Digital Transformation Flexible Fund**

With emerging technologies playing an increasingly important role in helping businesses to grow – can you afford to miss out?

Apply for a Capital grant between £5k - £20k to accelerate your digital

[dtff.co.uk](http://dtff.co.uk)

The advertisement features a dark background with a glowing blue and purple logo at the top left. On the right, there is an image of a person wearing a VR headset. Below the text, there are several icons representing different digital technologies: a network of nodes, a gear, a brain, a person, a gear with a brain, and a cluster of nodes.





## TO ACHIEVE THESE OBJECTIVES, WE WILL:

Continue to invest in high quality accessible facilities, providing an affordable variety of Leisure, Arts, Culture, Craft and Community services for all ages and abilities.

Continue to grow our leisure membership levels to improve the physical and emotional well-being of our residents.

Continue to invest and provide accessible, attractive parks and open spaces and Play Parks to improve the quality of life of our residents.

Ensure that our Bereavement Services will guarantee a dignified farewell at the end of life in either the Council's cemeteries or crematorium.

Continue to invest in advice services which offer support to those in most need in our Borough.

Continue to provide financial support packages for community and voluntary organisations and provide sustainable solutions to help address poverty and many of the social, economic and environmental challenges ahead.

Work with our communities and partners to create safe, inclusive and shared places for our residents.

Continue to promote better nutrition and home growing of fruit and vegetables through programmes, providing allotments and supporting allotment holders.

Develop, support and celebrate our volunteers.

Work in partnership with educational establishments and other key stakeholders to promote and encourage digital skills development for our community.

Develop programmes to inspire and empower our young people to engage in community life and prepare them for future employment opportunities.

Put in place training and support to help our residents to upskill and reskill to access employment opportunities.

Ensure that Community Centres contribute to community life and that they are managed in an economical way that maximises community involvement and supports local residents, providing a warm and welcoming place.

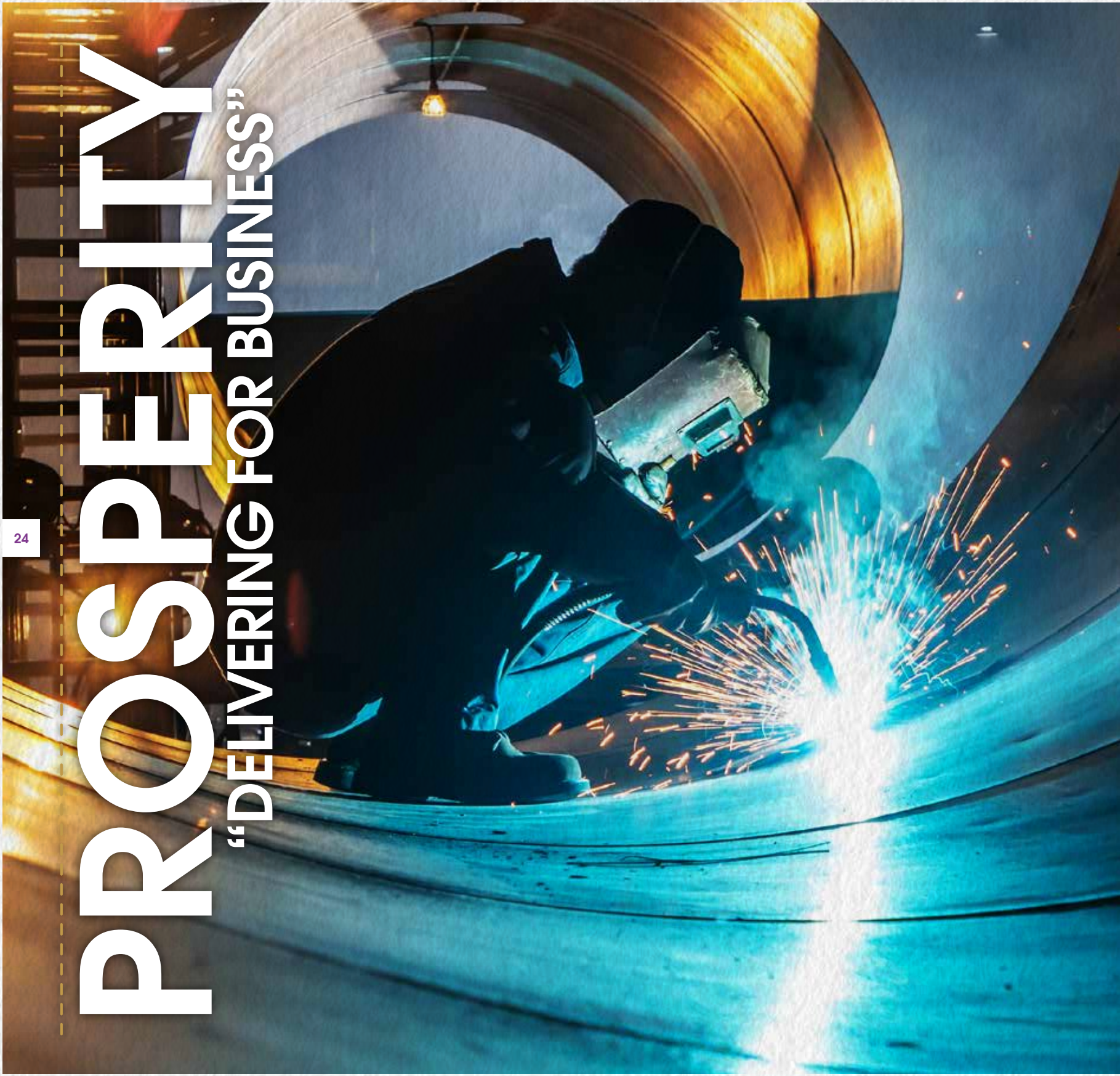
Continue to address fuel poverty through the promotion of energy efficiency measures, affordable warmth assessments, promotion of fuel budgeting and oil stamp schemes for our residents.

Continuously review and adopt innovative and best practice approaches to meaningfully engage and communicate with our residents and citizens.

Continue to improve our digital services offering, aiming to enhance the customer journey while being mindful of the need to continue to offer face-to-face services.

# PROSPERITY

“DELIVERING FOR BUSINESS”



## AMBITION

### **TO SUPPORT A VIBRANT AND PROSPEROUS ECONOMY AND ATTRACT INVESTMENT.**

We are committed to leading the strategic growth agenda and will continue to engage with Central Government Departments, the private sector and other stakeholders to accelerate economic prosperity and drive inclusive growth, sustainability and economic prosperity across our Borough.

We will build on our track record of attracting new investment and jobs to the Borough. To sustain this we will implement solutions, work in partnership and maximise opportunities to increase the Borough's skills base and build on our position as the number one planning authority in Northern Ireland to create a confident and vibrant economy.

We have a Borough of real opportunity, with some of the world's leading companies operating across a number of strategic sites. We have much offer investors and businesses seeking expansion opportunities and will work collaboratively with all stakeholders to maximise economic prosperity in the Borough.

We will continue to invest in regeneration projects to ensure that our Borough is a prime location for residents, investors and visitors. Our ambition is to maximise our tourism, arts and cultural programme contributing to a vibrant, inclusive, sustainable and prosperous economy.

## OBJECTIVES

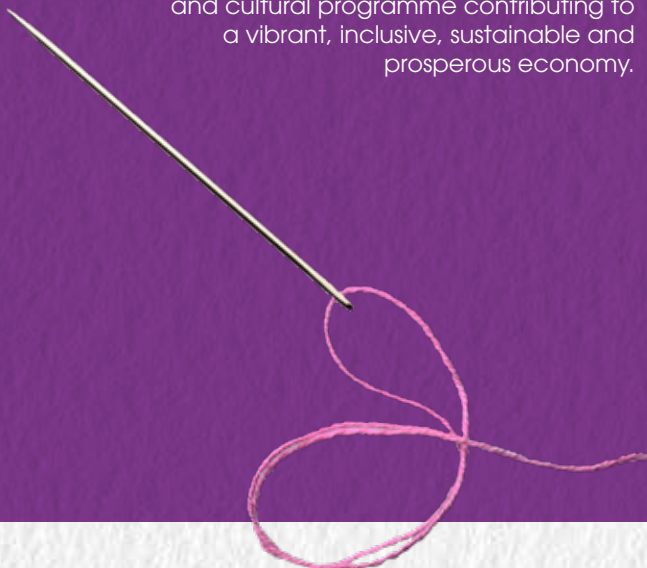
Together we will:

**BUILD ON OUR WORLD CLASS INFRASTRUCTURE TO ATTRACT INVESTMENT, SUPPORT BUSINESS GROWTH, AND BE A CENTRE OF EXCELLENCE FOR GLOBAL COMPANIES.**

**NURTURE OUR ENTREPRENEURIAL BASE, CREATING AN ENVIRONMENT FOR NEW AND EXISTING BUSINESSES TO SUCCEED, PROVIDING UPSKILLING OPPORTUNITIES, AND INCREASING EMPLOYMENT.**

**MAXIMISE THE TOURISM POTENTIAL OF THE BOROUGH BY DEVELOPING ATTRACTIVE AND SUSTAINABLE DESTINATIONS AND EXPERIENCES.**

**CULTIVATE A STRONG ARTS AND CULTURE BRAND WHICH ENHANCES THE IMAGE AND REPUTATION OF THE COUNCIL.**





## TO ACHIEVE THESE OBJECTIVES, WE WILL:

Promote the Borough as an attractive proposition for international, national and regional investment.

Provide high quality, professional planning and business advice services to potential investors and expedite planning and building control applications and work with businesses to prioritise statutory inspections.

Provide financial incentives to businesses in our key growth sectors to invest or expand in the Borough.

Provide a comprehensive portfolio of advice, support and funding which meets the needs of local businesses to expand and create new employment opportunities.

Maximise the benefits of the £1 billion investment from the City Deal to the Borough and in particular invest in the £90m iconic Factory of the Future at Global Point which will provide 1349 direct, indirect and induced jobs by 2030 and create important manufacturing supply chain opportunities for businesses across the region.

Continue to promote the many opportunities offered by the development of the landmark Advanced Manufacturing Innovation Centre (AMIC).

Introduce a portfolio of support to assist businesses to address their skills requirements working with the Department for Communities and the Labour Market Partnership.

Invest in new office and workspace accommodation especially in vacant properties in our Town Centres.

Invest in new Business start-ups through the Enterprise Support Service.

Invest in the growth of the social enterprise sector.

Invest in marketing and promotional campaigns, essential equipment, technology and infrastructure to support the Retail and Hospitality sectors to attract more people to our Town Centres and Villages.

Lobby for investment in the Borough's major infrastructure utilities - transport, water and energy.

Support local suppliers where possible and assist our businesses to secure public sector contracts.

Bring forward Town Centre and Village Masterplans putting the heart back into our Town Centres and Villages.

Improve connectivity for our communities through investment in key broadband infrastructure across the Borough.

Deliver a diverse and inspiring arts, theatre and events programme aiming to increase audience levels.

Maximise our tourism locations and existing and new partnership opportunities to create attractive and sustainable destinations and experiences.

Enhance and utilise existing public spaces for events and cultural activities including investment in our catering and visitor facilities, creating vibrant places for our residents and visitors to enjoy.

# PLANET

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## AMBITION

### **WE WILL STRIVE FOR GROWTH AND DEVELOPMENT TOWARDS THE CREATION OF AN ENVIRONMENTALLY, SOCIALLY AND ECONOMICALLY SUSTAINABLE PLACE.**

We have established an all-party Sustainability Working Group which will steer the development and coordination of our Sustainability Action Plan and ensure the delivery of a range of activities to support the ongoing development of an environmentally sustainable place. Our Action Plan reflects the UN Sustainable Development Goals which we can influence both directly and indirectly.

We have an effective Environmental Management System in place which reduces the impact of our organisation on the environment and we have already made progress in relation to reducing our carbon emissions. This will help us to meet the targets set out in the Climate Change Act NI (2022).

As Civic Leaders, we are aware of the potential which we have to use our influence beyond the Council itself and we are working towards the creation of an environmentally sustainable place. We will continue to do this through working in partnership and prioritising the implementation of our ambitious targets in relation to energy, biodiversity, fleet, recycling, planning, investment, education and engaging with communities.

## OBJECTIVES

Together we will:

**WORK TOWARDS BEING ENVIRONMENTALLY SUSTAINABLE AND REDUCING THE IMPACT OF COUNCIL SERVICES BY IMPROVING OUR ENVIRONMENTAL PERFORMANCE AND REDUCING OUR CARBON FOOTPRINT.**

**CREATE A ROBUST INFRASTRUCTURE FOR FUTURE GROWTH THAT MEETS THE SOCIAL, ECONOMIC AND ENVIRONMENTAL WELLBEING OF OUR CITIZENS.**

**INCREASE RECYCLING, REDUCE WASTE AND ENCOURAGE BEHAVIOURAL CHANGE.**

**INCREASE THE PROMOTION OF SKILLS, GREEN JOBS, SOCIAL VALUE AND SUSTAINABLE GROWTH IN THE BOROUGH.**

**PROTECT AND ENHANCE OUR ENVIRONMENT, NATURAL HABITATS AND GREEN SPACES CONSERVING AND RESTORING THEM AND THE BIODIVERSITY THEY CONTAIN.**





## TO ACHIEVE THESE OBJECTIVES, WE WILL:

Establish the Council's carbon footprint and use this information to shape solutions, invest and implement decarbonisation measures.

Invest in energy efficiency improvements in Council properties and vehicles.

Improve Electric Vehicle Charging infrastructure and work in partnership to increase the number of electric charging points across the Borough.

Promote the use of renewable and low-carbon energy across Council sites.

Promote a sustainable economy and empower our residents, businesses and employees to transition from a 'throwaway' economy and culture into one where sustainable practices are adopted, waste is eliminated and resources are circulated.

Deliver a range of initiatives and programmes across the Borough designed to raise awareness and support the transition and adoption of sustainable practices e.g. School Uniform and Christmas Toy Reuse etc.

Partner with government departments, other organisations and businesses to encourage greener practices and promote the green economy, including exploring carbon offsetting, advocating for sustainable transport and other innovative projects which will support our ambitions to improve the environment and meet the aspirations of the UN Sustainable Development Goals.

Continue to adopt a sustainable development approach to capital investment in infrastructure, procurement and planning processes and embed the UN Sustainable Development Goals across all our activities.

Continue to meet and exceed our waste management targets (recycling and landfill), striving to maintain our position as one of the top Councils in Northern Ireland.

Continue to invest in education and awareness programmes, promoting responsible behaviours e.g. through biodiversity, Eco Schools, Fairtrade and Recycling initiatives.

Work towards the delivery of the Local Biodiversity Action Plan to help restore, enhance and protect key habitats and species found within the Council area and take forward the 'Botanical Borough' concept.

Build on the Borough's existing strengths to become a sustainable Borough, resilient to the effects of climate change, attractive for green investment and one which provides a high quality of life for its citizens.

Embed good practice, learn, innovate, celebrate and work partnership to drive and transition to more sustainable practices across all Council services.

# PERFORMANCE

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## AMBITION

### TO BE RECOGNISED FOR EXCELLENCE, BOTH LOCALLY AND BEYOND.

We will be a Council recognised for excellence in governance by using a best practice approach to accountable decision making supported by strategic planning. We want to ensure that as a Council we are financially sustainable and deliver value for money and so we will review and refine our services to ensure that they are being delivered in an efficient and effective way.

We aim to be a Council renowned for excellence in service delivery. We will do this by ensuring that our culture is supportive providing Elected Members and employees with opportunities to reach their potential in a safe, environment whilst achieving community outcomes. We will apply good governance and use our statutory powers of environmental health, planning and building control to improve the quality of life, and health, safety and welfare of those living and working in the Borough.

The Council has robust and regulatory arrangements in place to support performance management and improvement which drive and provide assurance that we are delivering on our vision, shared outcomes and improvement objectives. Annually the Council publishes Corporate Performance and Improvement Plan which details our commitments for our residents and illustrates how we will measure success.

A self-assessment performance report is published in September each year.

## OBJECTIVES

We will:

**BE AT THE FOREFRONT OF GOOD GOVERNANCE, OPTIMISE THE RESOURCES AVAILABLE TO US AND ENSURE FINANCIAL SUSTAINABILITY.**

**CONTINUE TO DELIVER REGULATORY SERVICES AND IMPLEMENT EFFICIENT PROCESSES AND IMPROVEMENT PROGRAMMES ACROSS COUNCIL SERVICES.**

**CONTINUE TO BUILD A RESILIENT ORGANISATION CULTURE BY ADOPTING BEST PRACTICE HEALTH, SAFETY AND WELLBEING PRACTICES.**

## TO ACHIEVE THESE OBJECTIVES, WE WILL:

Continue to adopt a Councillor led strategic approach to Elected Member development and well-being.

Maintain the financial health of the Council during ongoing cost of living challenges.

Ensure our finances are managed in accordance with the requirements of all relevant legislation.

Monitor and publish our payment timescales ensuring we strive for excellence.

Provide full assurance and good governance through the continued pursuit of internal and external assessment and audit arrangements.

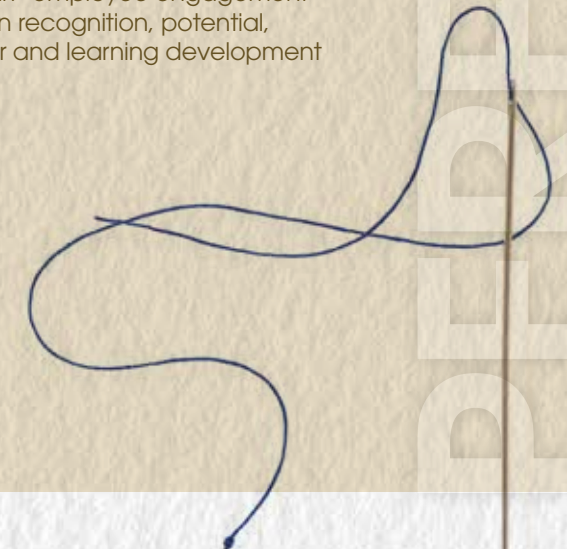
Adopt best practice to enable effective democratic decision making and scrutiny.

Continue to deliver regulatory services adopting safe, collaborative, and innovative approaches.

Continue to develop solutions which will address skills and talent shortages with imaginative solutions e.g. apprentice programmes.

Continue to protect people at work through the adoption and development of policies and practices health, safety and well-being

Deliver a 'state of the art' employee engagement programme focusing on recognition, potential, communication, career and learning development and well-being.



# PROFILE

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## AMBITION

### **OUR RESIDENTS AND STAKEHOLDERS TRUST THE COUNCIL, AND ARE PROUD TO BE PART OF OUR REMARKABLE BOROUGH.**

Our aim is to ensure that our residents are communicated with both effectively and transparently by openly sharing information about Council decisions and projects. We will continue to listen to feedback, address concerns and encourage community input into policies and projects.

Through our communications we want to articulate and communicate a strong sense of Place and People promoting the Borough's distinctiveness and opportunities. Using a range of communications tools we will proactively and positively tell the story of our Borough and Council and continue to acknowledge and recognise our residents' achievements, volunteer efforts and community involvement.

Our aim is to ensure that all Council information is easily accessible and understandable, ensuring our brand and messaging reflects the Council's values. We will continuously assess the effectiveness of our methods to communicate, adapting and refining approaches.

We will raise Council's profile and brand, promoting the Borough as a place to work, live, visit and invest and promote confidence in the Council as a high-quality organisation. Through our communications and publicity we will reinforce a sense of pride to be part of such a remarkable Borough.

## OBJECTIVES

We will:

**RAISE THE COUNCIL BRAND AND BOROUGH PROFILE AS A PLACE TO WORK, LIVE, VISIT, INVEST AND PROSPER THROUGH THE PROMOTION OF OUR DISTINCTIVENESS AND MANY OPPORTUNITIES.**

**ENHANCE OUR COMMUNICATIONS TO PROACTIVELY AND POSITIVELY ENGAGE WITH OUR CITIZENS AND SHOWCASE OUR BOROUGH.**

## TO ACHIEVE THESE OBJECTIVES, WE WILL:

Develop communication strategies to keep residents, businesses, and stakeholders informed about council activities, policies and decisions.

Manage media relations and act as the primary contact for media enquiries.

Create press releases, newsletters, social media posts and other communication materials to maintain transparency and engage with the community.

Establish a strong and positive brand identity for the Council through consistent messaging and visual elements.

Monitor online and offline comments/feedback and address any negative views through proactive communication.

Continuously enhance the Council's website and social media platforms to ensure up-to-date information and engagement with the public.

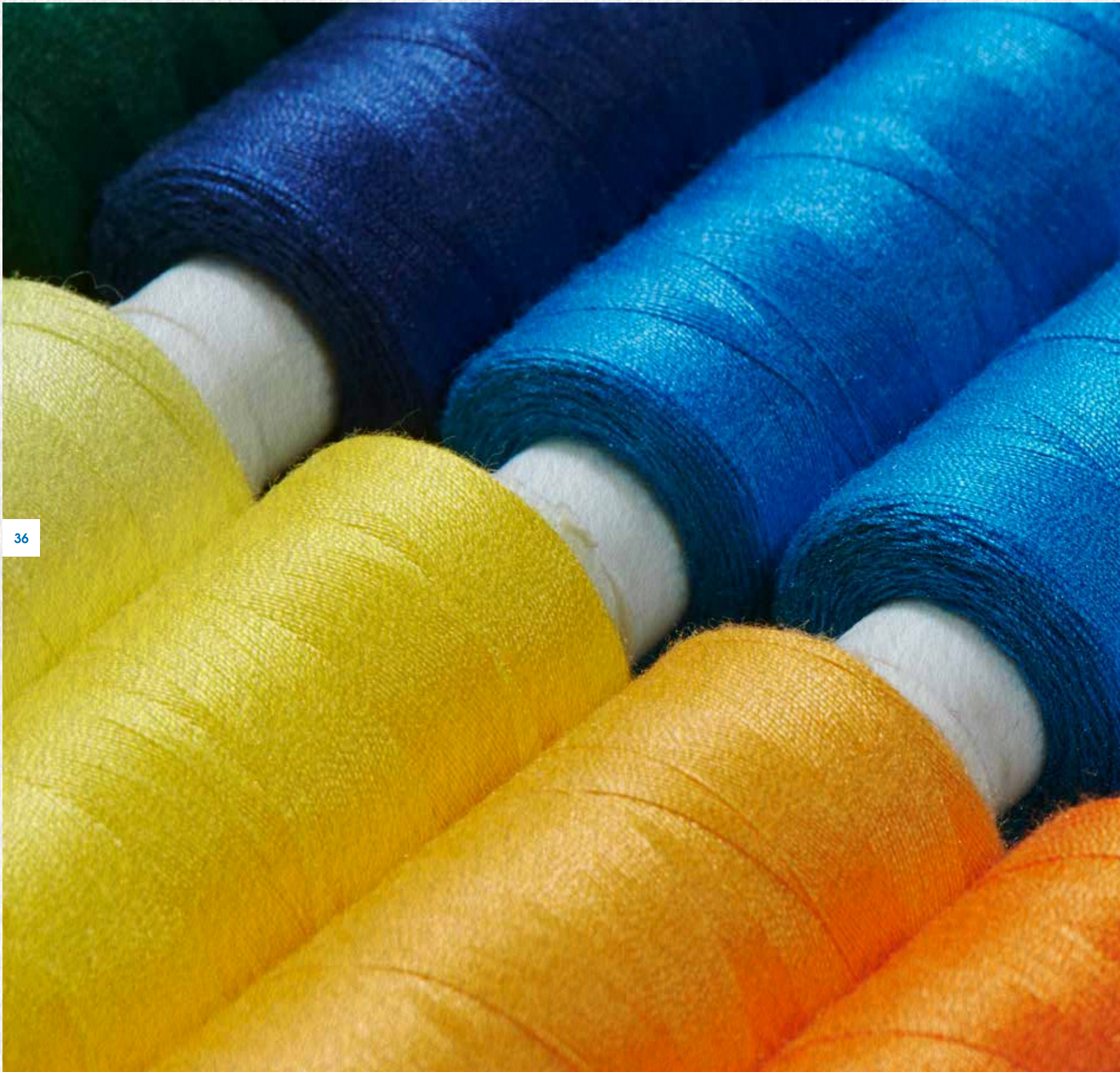
Collaborate with other Councils, government agencies and other stakeholders to address shared issues.

Maintain an inclusive approach to communication tailored to meet the diverse needs and abilities of all the people within our community.

Continue to profile and encourage links between education and business to demonstrate employment opportunities from future investment and growth.

Promote the Borough as an area of growth, innovation and tourism.

Continue to maximise Council activities and events to gain positive coverage and generate solid awareness of the Council and the Boroughs' opportunities.



# THREADS

